



## Reach Japan ! Through the EU-Japan Centre's Supports for SMEs

The EU-Japan Centre is to continuously evolve, expand its activities and calibrate its mission to the present needs of the EU and Japan industrial and business communities. With this in mind, we have defined our new strategic priorities, the main one being the reinforced support for SMEs, with a particular focus on internationalisation aspects.

### TAX AND PUBLIC PROCUREMENT HELPDESK FOR EUROPEAN SMES



This new service intends to support the market access of European companies to Japan, through the provision of free first-line information and advice on tax and public procurement (PP) and related issues, plus related training, materials and online resources.

<http://www.eu-japan.eu/tax-and-public-procurement-helpdesk-european-smes>

### MANAGERIAL TRAINING PROGRAMMES

To facilitate SMEs' participation in the training schemes organized by the EU-Japan Centre, participants from SMEs can apply for a scholarship to get up to EUR 3000 towards their living expenses.

<http://www.eu-japan.eu/business-programmes>

### "KEYS TO JAPAN" – BUSINESS PLAN DRAFTING SUPPORT SERVICE FOR EU SMES



The core objective of this new service is to support European SMEs with business plans/feasibility studies for market entry in Japan.

<http://www.eu-japan.eu/keys-japan-business-plan-drafting-support-service-european-smes>

### ENTERPRISE EUROPE NETWORK (EEN)

The Centre is the Japan representative of the EEN, a network of over 600 partner organisations located in 52 countries, providing information and support for SMEs in the fields of international business cooperation, innovation, knowledge and technology transfer and cooperation in EU programmes.

<http://www.een-japan.eu>

### "STEP IN JAPAN" - LOGISTICAL SUPPORT IN JAPAN

The EU-Japan Centre launched "Step in Japan", a new highly anticipated support initiative for SMEs. The service, which is offered free of charge, acts as a landing pad for EU-based SMEs planning on entering into or expanding within Japan.

<http://www.eu-japan.eu/other-activities/step-in-japan>

### "EU BUSINESS IN JAPAN" - PRACTICAL INFORMATION ON JAPAN

The EU-Japan Centre has launched in January 2014 a new website and side activities (webinars, e-learning sessions, Experts' publications) all dedicated to provide practical business information on Japan to EU companies.

<http://www.eubusinessinJapan.eu>



**EU-Japan Centre**  
for Industrial Cooperation  
日欧産業協力センター

*is a joint venture co-financed by the European Commission and the Japanese Ministry of Economy, Trade and Industry (METI). Its aim is to foster the development of industrial cooperation between companies from both regions through training programmes for businesspeople, for EU and Japanese students and researchers, and through information services and an industrial dialogue.*

*This quarterly newsletter is produced by the EU-based office of the EU-Japan Centre, and is primarily intended to provide EU/Japan-related news.*

## IN THIS ISSUE

- EU-Japan Centre Supports to SMEs
- Missions to Japan - Call for Applicants
- Next Meeting of the EU-Japan Business Round Table
- EU-Japan Trade Talks Continue
- Ambassador Shiojiri on the Japan-EU SPA
- Bayern - Saitama City Signature of a MoU
- Japan Smart Cities
- Franco-Japanese Symposium in Metz
- Promoting Greek fur in Japan
- EUBusinessinJapan Website - New Content Release
- EU-Japan Business Cooperation Opportunities



## Call for Applications Lean in Europe Driving Competitiveness Visits

The goal of this new activity managed by the Centre is to inspire and to help European business understand and embrace manufacturing best practice, the EU-Japan Centre has created a new activity based around visits to leading European factories to see world-class principles in action. By becoming more efficient, companies will be better placed to develop their international activities. SEEING IS BELIEVING

Through the lectures, shop-floor visits, coaching and detailed explanations provided by the host company, participants will be inspired to continue along or begin improvement activities. THE NEXT VISIT

Audi Brussels S.A./N.V, (Brussels, Belgium)

Date: 9 May 2014 - **Application deadline: 10 June 2014**



<http://www.eu-japan.eu/detail-business-programmes/Lean-in-Europe-Driving-Competitiveness-visits>

## Call for Applications World Class Manufacturing Training Missions in Japan



"World Class Manufacturing" is a 5-day training mission in Japan for EU managers working in manufacturing companies.

The mission provides:

- In-depth analysis of Japanese manufacturing methodology
- Lectures, seminars and panel discussions, presented by experts from Japanese industry
- Company and factory floor (Gemba) visits
- Preparation and post-visit reviews

There are no tuition fee for SMEs and the European Commission grants EUR 600 scholarships to participants from SMEs.

WCM II Training dates: 06-10 October 2014

**Application deadline: 02 June 2014**



<http://www.eu-japan.eu/detail-business-programmes/WCM>

## LEAN & KAIZEN WEBINARS

As a new service from the EU-Japan Centre 4 online free webinars on Lean and Kaizen will be organised in 2014.

What you will learn during this webinar?

- introduction to Lean and KAIZEN®
- identify the seven types of waste: transportation, inventory, motion, waiting, over-production, over-processing, defects
- start a 5S campaign as basic method of increasing efficiency
- create standards for improving quality
- involve employees in the continuous improvement process

DATES

- 24 April Introduction level
- 8 May 2014 – Advanced level
- 4 August 2014 - Introduction level
- 11 September 2014 - Advanced level



<http://www.eu-japan.eu/wcm-webinar-series-webinar-01-principles-lean-and-kaizen>

## Call for Applications - Cluster/SME Missions to Japan in 2014 - 2015

The EU-Japan Centre is currently calling for applications for its two forthcoming 5-day match-making missions to Japan targeting the biotechnology and nanotechnology sectors. These missions aim to support EU cluster organisations and their SME members in their efforts to develop strategic partnerships and business cooperation with potential Japanese partners.

For SMEs the missions will give the opportunity to enter the Japanese market and establish technology or business partnerships. For clusters the mission will also contribute to improving the cooperation strategies between EU and Japanese clusters.

The missions take place during 5 days and are composed of market-specific business seminars, group company visits, one-on-one meetings at a targeted trade fair, with showcasing and networking events to maximize opportunities for EU participants. In addition, the mission will provide EU clusters the opportunity to benchmark with Japanese clusters during a dedicated cluster session.

**Scholarship available for SMEs:** Participants from SMEs can apply for a EUR 600 scholarship towards their living expenses.

### BIO JAPAN MISSION 2014

Date: 13-17 October 2014 - **Application deadline: 10 June 2014**

This mission targeting the EU Biotechnology sector will be organised on the fringes of the "BioJapan 2014" Expo that will take place in Yokohama, Japan in October 2014 (<http://www.ics-expo.jp/biojapan>).

More information:

<http://www.eu-japan.eu/detail-business-programmes/Bio-Japan-Cluster-Mission-2014>

### NANOTECH JAPAN MISSION 2015

Date: 26-30 January 2015 - **Application deadline: 30 October 2014**

This mission targeting the EU Nanotechnology sectors will be organised on the fringes of the "Nano Tech exhibition 2015" that will take place in Tokyo Big Sight, Japan in January 2015. (<http://www.nanotechexpo.jp>)

More information:

<http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-Mission-2015>

## Lean in Europe Driving Competitiveness Visit to Kostwein Maschinenbau GmbH



On 19 & 20 February 2014, 14 engineers from 9 EU Member-States attended the second Lean in Europe visit to Kostwein Maschinenbau GmbH (<http://www.kostwein.at/en.html>), in Klagenfurt, Austria, organised under the EU-Japan Centre's new Lean in Europe Driving Competitiveness initiative.

Following a preparatory lecture from Prof. Richard Keegan of Enterprise Ireland, the participants visited Kostwein's machining hall & apprentice training area and then its assembly area. During the visit, Kostwein's

representatives explained how they implemented Lean and best practices principles in their company.

The visit proved to be very interesting for participants as evidenced by the many questions put to Kostwein's representatives. The visit ended with a debriefing meeting during which participants' shared suggestions and ideas.



<http://eu-japan.eu/lean-europe-driving-competitiveness-visit-kostwein-maschinenbau-gmbh>

## REPORT RELEASE



### The Clean Energy Sector in Japan: An Analysis on Investment and Industrial Cooperation Opportunities for EU SMEs

The EU-Japan Centre is pleased to release a comprehensive Report on «Japanese Clean Energy Market-Opportunities for European SMEs». This report has been undertaken in the framework of the new Minerva Fellowship programme (<http://www.eu-japan.eu/other-activities/minerva-fellowship>) and is based on desk and field research as well as factual first hand information collected through interviews with relevant stakeholders in Japan.

Apart from a comprehensive overview of the clean energy market in Japan and an analysis on the investment and cooperation opportunities, the report includes a mapping and a typology of the European SMEs active in this specific market in Japan. The Wind and Bio Energy sub-sectors are identified as the most promising for European investment, with an opportunity analysis. The report concludes with a number of policy recommendations.



[http://www.eu-japan.eu/sites/eu-japan.eu/files/clean-energy-paper\(27feb-b\)-finale.pdf](http://www.eu-japan.eu/sites/eu-japan.eu/files/clean-energy-paper(27feb-b)-finale.pdf)

## Testimonial: Vulcanus in Europe



By Hájek Tomáš (supervisor of Hiroshi)

IDIADA CZ really appreciates its participation in the Vulcanus Programme. Because of the good organisation of the programme and excellent communication, all our expectations were fulfilled. Hiroshi (our Japanese trainee) participated in an internal research project. We used his open minded attitude to work on creating a new methodology for the simulation of clips on plastic parts. Of course it was interesting for our team to work with a colleague from a different culture. It gave us a new experience and we are confident that it was also interesting for him to experience our culture.

As we are a company with Japanese customers, we definitely see Hiroshi as a potential future employee if he decides to join us.

By Hiroshi Kawakami (trainee)

Through the Vulcanus programme, I was awarded the chance to work as a CAE (Computer-aided engineering) Engineer at the automotive branch of IDIADA CZ in the Czech Republic. Working in this field was a completely new experience for me since it was not the major subject of my studies.

At first, I was worried about how I could be useful for the company, but thanks to the great efforts of my mentor and colleagues, I was taught everything from scratch. They exactly understood what I needed for my future.

Thanks to the Vulcanus in Europe programme, I gained a treasury of new knowledge and became a better and more dynamic engineer.



<http://eu-japan.eu/vulcanus-japan-0>  
<http://eu-japan.eu/host-trainee-0>

## FREE LOGISTICAL SUPPORT A "Hot Desk" in Tokyo

For EU SMEs planning to go to Japan, the EU-Japan Centre offers FREE logistical support and business assistance at its Tokyo office, for up to one month.



Details of the support measures offered:

- an office facilities in Tokyo on the Centre's premises that includes an internet connection and telephone;
- full access to meeting and seminar facilities on the Centre's premises;
- a help desk for all information inquiries about business in Japan;
- assistance with using the Enterprise Europe Network service while in Japan.



<http://www.eu-japan.eu/other-activities/step-in-japan>

## The 16<sup>th</sup> Annual Meeting of the EU-Japan Business Round Table

The EU-Japan Business Round Table (BRT), a forum of around 50 European and Japanese business leaders, will hold its 16th Annual Meeting in Tokyo on 8 & 9 April 2014, co-chaired by Messrs Fabrice Brégier (President & CEO of Airbus S.A.S.) and Hiromasa Yonekura (Chairman & CEO of Sumitomo Chemical Co., Ltd.).

Under the theme of "EU-Japan Cooperation – New Opportunities for the Global Growth", the annual meeting will discuss the ongoing negotiations of the EU-Japan Free Trade Agreement (FTA)/Economic Partnership Agreement (EPA), new industrial revolution toward sustainability, and major business themes for the EU and Japan in the post FTA/EPA.

The results of the meeting will be put together as Joint Recommendations, which will be delivered to the EU and Japanese government leaders.

The EU-Japan Business Round Table was created in 1999 to review the factors affecting all aspects of EU-Japan business relations. Its members are senior executives from around 50 leading European and Japanese companies. Its main objective is to submit policy recommendations to Japanese and European authorities in order to develop trade and investment between the EU and Japan, and to encourage industrial cooperation on issues of common interest, such as innovation, energy, or industrial standards.



<http://www.eu-japan-brt.eu>

## The EU-Japan Centre @ CEBIT Fair

From the 10 to the 14 March 2014, the EU-Japan Centre was present with an information booth at the CEBIT fair, one of the world's largest and most important information technology fairs, which takes place every March in Hannover, Germany. The Centre's participation in the fair aimed at promoting the new support activities especially for the benefit of EU SMEs seeking to do business in Japan. Among the new activities already listed on page 1, the information website provides practical info on Japan, a "hot desk" logistical support in Tokyo and promotion of the EU-Japan cooperation, Horizon 2020.



The Centre would like to thank all the visitors who came to its booth and look forward to supporting them further in their steps toward Japan.



<http://www.eu-japan.eu>

## The EU-Japan Centre in the Media

### INSME's Interview

Information about the project Japan-EU Partnership in Innovation, Science and TEchnology (JEUISTE), co-financed under FP7 promoting EU-Japan cooperation in science, technology and innovation.

<http://www.insme.org/insmes-interviews/dr-toshiyasu-ichioka/interview>

Source: INSME Association

### EU-Japan Centre General Manager's Interview

By Ian Mundel, European Voice

<http://www.europeanvoice.com/article/imported/our-man-in-japan/79865.aspx>

Source: European Voice

## The 4th Kobe University Brussels European Centre Symposium

Globalisation of Higher Education from the Perspective of EU-Japan Collaboration - Brussels 10 March 2014



At the 2013 Summit, the Leaders of the EU and Japanese Authorities emphasised the importance of youth mobility and higher education ties. Moreover, the Authorities recognise the complementary and important roles industry and academia play, e.g. in research and development. This Symposium, co-organised by Kobe University, the European Economic and Social Committee (EESC), the EU-Japan Centre for Industrial Cooperation and the EU Studies Institute, Kansai looked at the globalisation of higher

education with reference to the situations in the EU and Japan.

Following an opening address from the Japanese Ambassador to the EU and an introduction by Kobe University's Executive Vice President the Symposium considered the Japanese and EU policies on the Globalisation of Higher Education Institutions (HEIs) in Japan and the EU with speeches by representatives of the Mission of Japan to the EU, the European Commission's DG Education &

Culture and of the EESC. The session on Collaborative Programmes and Industry Perspective heard from another EESC Member, from the Dean of Kobe University's Graduate School of Economics, from a representative of the Graduate School of Law at Tohoku University and from the Dean of the HEC-ULG Management School.

The final session began with a look at the Vulcanus student placement schemes run by the EU-Japan Centre – and heard from the Vulcanus Manager, from a student currently undergoing an internship and from his host company. An EESC Member also spoke during this session as did a Kobe University intern at the EESC – she considered the scope for EU-Japan double degree programmes. The event concluded with a closing address by the Vice-President of the EESC.



<http://www.eu-japan.eu/globalisation-higher-education-perspective-eu-japan-collaboration>

## Celebrating 35 Years of ETP

This year is of special importance to Executive Training Programme as we celebrate 35 years since its creation in 1979. The following material highlight ETP's achievements over the last three decades, and you can listen to the testimonials of some of the most recent graduates on their experience:

- ETP 35 years infographic:  
<http://bit.ly/M4ExTI>
- ETP alumni talking about their ETP Japan experience in Tokyo  
<http://youtu.be/zn9r3ltVXlo> and Seoul  
<http://youtu.be/7x-Qe1oPKh0>
- 35 reasons why you and your company should participate in ETP:  
<http://bit.ly/1esgbu4>
- Why participate in the Executive Training Programme?:  
<http://youtu.be/DTWFNF8mH74>

The European Union is convinced that ETP remains relevant and we are actively seeking candidates for the third and final cycle for which applications are accepted until 15th May 2014

 <http://www.euetp.eu/apply-now>

## EU-Japan Trade Talks Continue

The fourth round of negotiations for an EU-Japan free trade agreement took place in Brussels from 27 to 31 January. The EU negotiating team was led by the DG Trade Director Mauro Petriccione and the Japanese team - by a new chief negotiator - Vice-Minister for Foreign Affairs, Yasumasa Nagamine. The round brought together over 100 Japanese and more than 50 EU negotiators. The overall objective is to reach an ambitious agreement which eliminates tariff and non-tariff barriers to trade and investment. The agreement will thus lay the ground for improved investment opportunities and intensified trade flows between two of the largest economies in the world.

As in previous rounds, the 14 negotiating working groups covered the full range of trade and trade-related areas, including for example, trade in goods and services, investment, TBT, SPS, rules of origin, public procurement, and intellectual property. In many of these areas the negotiators achieved progress, with both sides showing commitment and flexibility to bring their positions closer. Other more difficult areas, such as non-tariff barriers (NTBs) and



procurement consultations, continued in view of finding practical solutions.

The next round of negotiations will take place at the beginning of April in Tokyo. It will continue the work carried out so far and will concentrate on the possible exchange of market access offers.

This will be the last round before the one year review of the progress in the negotiations. As part of the review the Commission will issue a report assessing the overall state of the negotiations and in particular the progress towards the elimination of NTBs in Japan.

Source: European Commission - DG Trade

## New Horizons for Environment and Energy-related Technologies



Estimated to be the third largest market in the world, the Japanese environmental and energy-related technologies segment is an attractive destination for foreign companies offering "green" technological solutions. Japanese aspiration towards a society that puts into practice the 3Rs of the environment (Reduce, Reuse and Recycle) reflected in the "Basic Guidelines for reconstruction" is strong as never before due to the aftermath of the Fukushima upheaval.

For Europeans, Japan's current aspiration brings "déjà-vu" of the times when EU's economic development shifted towards an energy and resource efficiency approach. Today the results speak louder than words. European environmental businesses are

now leading the global market with shares of 30% for sustainable water management, 35% for sustainable mobility, 35% for energy efficiency, 40% for green power, and 50% for waste management and recycling.

From 1997 to date, the environment has been one of the technological sectors supported by EU Gateway programme targeted at assisting EU SMEs to expand their business in the Japanese market. During the current programme phase (2008 - 2014), a total of 6 environment-focused business missions to Japan have been successfully completed. With the last operation carried out in February 2014, the programme brings the curtain down on this sector revealing some interesting facts and figures.

In essence, over 200 European SMES with pioneering products and technologies for the recycling industry, systems reducing energy consumption, or solutions using alternative energy resources, received personalised business services and financial support. During the business exhibition days, an audience of approximately 2630 hand-picked Japanese visited the event, with 94% expressing a high level of satisfaction. In terms of individual meetings set up between the European and Japanese companies, the programme organizers reached out to more than 2500 Japanese business representatives.

All in all, increase in sales figures, enhanced exports to Japan, strengthened business collaborations, and identification of local business partners, are just a few noticeable results reported by EU Gateway participants. To read more testimonials from EU Gateway participants and gain insights on the main reasons to join the programme see: <http://www.eu-gateway.eu/success-stories>.

Check out the Market Study: Environment and Energy-related Technologies in Japan 2013. <http://www.eu-gateway.eu/documents-brochures>

## Ambassador Shiojiri on the Japan-EU SPA

Ambassador Shiojiri attended an EPP Group Hearing on the Japan-EU Strategic Partnership Agreement (SPA) at the European Parliament on Thursday, 30th January.

In a far ranging speech Ambassador Shiojiri outlined in detail the potential and benefits of the Japan-EU SPA, stating that; *"the SPA will be an agreement of substance. It is a strategic agreement that encompasses the entire relationship and promotes substantial cooperation on a wide variety of areas"*.

In discussing current Japan-EU relations, the Ambassador outlined that; *"Japan should closely cooperate with the partners that face the same challenges and share the same aspirations and responsibility. In this context I state with strong conviction that Japan and the EU are best-suited and indispensable partners."*

In describing what can be tangibly achieved between Japan and the EU through the SPA, the Ambassador pointed to 3 pillars where the SPA can have the biggest impact. These 3 pillars; shared values such as the rule of law and human rights, peace and security, and sectoral cooperation, are areas where the SPA can *"bring about truly positive impacts."*

The Ambassador concluded his remarks by saying, *"we need an agreement that is substantial, but we also need to be swift. We have to make an agreement that lives up to the responsibility of our relationship."*

The full text of this speech is available on the website of the Mission of Japan to the EU.

Source: Mission of Japan to the EU



©MLahousse-EPPGroup



<http://www.eu.emb-japan.go.jp/Japan-EU-SPA-Speech.html>

## Haiku Symposium



On the 24 of January the Permanent Representation of Sweden to the EU hosted a symposium commemorating the Twenty-fifth Anniversary of the Foundation HIA: Haiku Today in Europe and Japan. European Council President Herman Van Rompuy was also present and offered a speech during the event.

This symposium was held in collaboration between the Delegation of the European Union to Japan, the Mission of Japan to the EU and the Embassy of Japan in Belgium. The symposium offered a perfect opportunity to exchange ideas on the writing and study of haiku and to explore how haiku ties Japan and Europe.

It was also a forum for both Japanese and European haiku lovers and writers to have cultural exchanges and discuss haiku. As part of the event, participants were able to witness a traditional Japanese Sencha-do tea ceremony.

The Haiku-Post was also installed at the event, which many participants used to post their haikus on the day. Haikus which were selected by vote will be sent to Ehime Prefecture and will be entered into the Ehime Prefecture haiku competition.

Source: Mission of Japan to the EU



[http://www.eu.emb-japan.go.jp/Haiku\\_Symposium.html](http://www.eu.emb-japan.go.jp/Haiku_Symposium.html)

## 4<sup>th</sup> Round of Japan-EU EPA-SPA negotiations

The fourth round of negotiations between Japan and the EU on the Economic Partnership Agreement (EPA) and the Strategic Partnership Agreement (SPA) took place in January.

Talks on the SPA were held in Brussels from January 22 to 24. At the meeting, the two sides deepened the discussion on the content of the Agreement and progress was made.

Negotiations on the EPA also took place in Brussels from January 27 to 31. At the meeting, fruitful discussions were conducted on areas such as trade in goods, trade in services, investment, intellectual property rights, non-tariff measures, government procurement and others. The next round of negotiations is scheduled to take place in Tokyo in the week of March 31.

Source: Mission of Japan to the EU



<http://www.eu.emb-japan.go.jp>

## Discuss Japan – Japan Foreign Policy Forum

The latest issue of Discuss Japan presenting translations of essays and discourse by Japanese specialists in fields including politics, economics, culture, and science and technology is available online.



<http://www.japanpolicyforum.jp/en/>



Herman Van Rompuy, European Council President and H.E. Ambassador Shiojiri during the sencha-do tea ceremony

## Bayern - Saitama City Signed a MoU for Business Cooperation in Mechatronics Field



MoU Signing Ceremony in Saitama city. From left: Witness: Dr. Christian Geltinger, Chief Representative of Freistaat Bayern-Japan Office, Signer: Mr. Armin Siegert, Head of Department for International Economic Affairs of IHK, Signer: Mr. Heiko Bartschat, General Manager of Cluster Mechatronik & Automation e.V., Signer: Mr. Hayato Shimizu, Mayor of Saitama City, Signer: Mr. Shuji Yamagata, Chairperson of Saitama City Foundation for Business Creation, Witness: Mr. Tsuneyuki Kato, Executive Vice President of JETRO.



On 26 February 2014, Cluster Mechatronik & Automation e.V.; Chamber of Commerce and Industry for Nuremberg and Central Franconia; Saitama City; and the Saitama City Foundation for Business Creation signed a Memorandum of Understanding (MoU) for business cooperation. Following the MoU ceremony, Saitama City SMEs and member companies of Cluster Mechatronik & Automation had B2B meetings.

In Japan, it is a very urgent issue for SMEs to develop value added technology and products; and to successfully expand global market.

Saitama City, located in Tokyo metropolitan area, has been promoting industrial

exchange and collaboration with one of the German major industrial clusters, Cluster Mechatronik & Automation e.V. since 2011 supported by the Japan External Trade Organization (JETRO).

During the past three years, both regions have deepened the understanding of each other and strengthened the relationships through face-to-face networking. 14 companies in Saitama City have visited Bavaria and 13 German cluster member companies have been invited to Saitama city for B2B meeting. Participants are R&D oriented companies which have cutting-edge technologies in the mechatronics and automation fields.

The MoU is aimed at developing business exchanges and establishing long-term mutually beneficial relations in both regions. Each party is willing to work together to develop specific know-how & technology in mechatronic-related sectors.

It is expected that more collaborative development and close business relationships between the two regions will boost the competitiveness and technology in the Bavaria and Saitama areas.

This MoU would be a cornerstone of Bavaria-Saitama SMEs relations and will accelerate R&D and market development under the global alliance.

## BioJapan 2014 - World Business Forum

15-17 October 2014, Yokohama, Japan

BioJapan, Asia's Premier Partnering Event for the Global Biotechnology Industry, provides exhibitors and visitors an opportunity to meet with 700+ biotech and life science companies in Yokohama. Business development teams from almost all global and Japanese pharma companies will gather in Yokohama for the 16th BioJapan. The 2014 event will consist of Partnering, Exhibition and Seminars.

Almost all Japanese pharmaceutical companies and biotech companies participated in the 2013 BioJapan partnering. The BioJapan matching system enables pre-arrange meetings prior to the event. Participants can create their profile, search other company profiles, send meeting requests to others and accept or decline requests from others. Create new partnerships and strengthen existing business relationships using the BioJapan matching system.

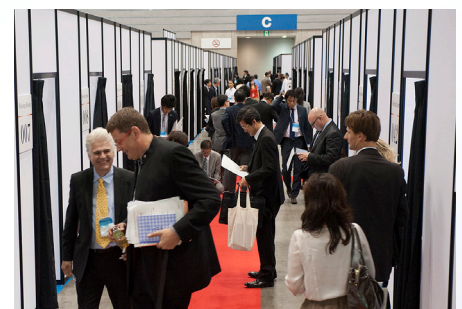
In 2013, the BioJapan partnering tool was used by 120 companies/organisations from the EU. They were able to arrange numerous meetings using the web matching system, enabling them to establish new business contacts. The fair organizer hopes that more EU companies will take this opportunity to join the fair and strengthen their business opportunities in Japan and beyond. The organizer look forward to seeing you in Yokohama.

BioJapan 2013 in numbers:

- Partnering participating companies 607, including 207 foreign companies from 27 countries
- Partnering participants 1,054
- Number of meetings 4,747
- Number of attendees 12,487
- Rate of participant from the EU 57.9%



<http://www.ics-expo.jp/biojapan/index.html>



### CALL FOR SPEAKERS

**"Biotechnology Tomorrow"  
A Presentation at BioJapan 2014**

For the first time, the organising committee of BioJapan 2014 will be inviting participants to give presentations for the session "Biotechnology Tomorrow". Interested persons should send abstracts for selection, following the directions shown in the below link, to the Secretariat no later than May 9, 2014.



<http://www.ics-expo.jp/biojapan/abstracts.html>

## Japanese Smart Cities: Mainstream Trends are Securing Energy Supplies and Responding to Aging Population

Japan is promoting various smart city projects as part of the country's new growth strategy to regain its international competitiveness, and the momentum is rising for optimizing social infrastructure per each region or community. The "New Growth Strategy" drawn up in 2010 by the Cabinet Office places emphasis on "export of infrastructure-related industries and systems", "technology development in environment and energy solution industries", and "green innovation for making Japan the world's environment and energy power", as some of the pillars to support driving the country's competitiveness. The strategy also sets the "FutureCity" initiative, which ultimately aims to expand the initiative for the Asian market through public-private partnerships.

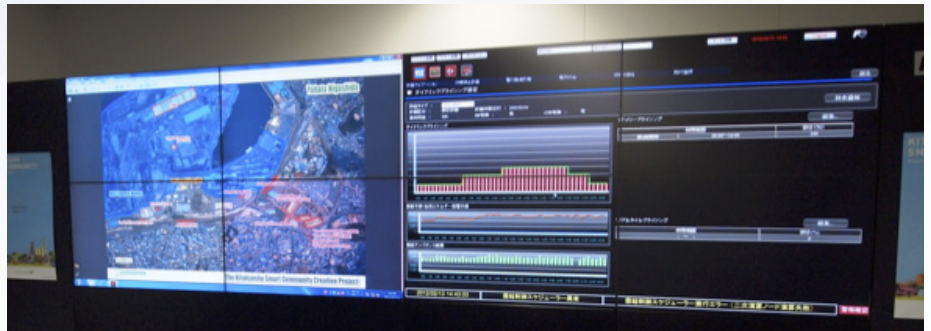
Amid this trend, a series of smart city projects has been launched under the leadership of several Japanese government agencies, such as the Ministry of Economy, Trade and Industry (METI), the Cabinet Office, the Ministry of the Environment and the Ministry of Internal Affairs and Communications. Among them, the "Next-Generation Energy and Social Systems Demonstration Projects" of METI, and the "FutureCity" initiative of the Cabinet Office are drawing specifically high attention from the standpoint of creating new social systems toward the next generation.

### ENERGY MANAGEMENT BASED ON CEMS

Under the Next-Generation Energy and Social Systems Demonstration Projects, four cities have been selected for demonstration areas; namely, Yokohama City, Toyota City, Keihanna Science City, and Kitakyushu City. These areas are exploring various experiments on social infrastructure capitalizing on regional characteristics, but there are two common challenges to be solved.

One is the optimization of energy use by implementing the Community Energy Management System (CEMS) as a core structure for networking households, commercial/industrial buildings and automobiles. Another is the experiments on Demand Response (DR) for controlling and downsizing the electricity demand with the implementation of sliding scale electricity pricing responding to demand/supply situations.

The Next-Generation Energy and Social Systems Demonstration Projects used to focus on infrastructure exports as part of the strategy for economic growth. The aftereffects of Great East Japan Earthquake, however, exposed problems in Japan's electricity supply system, which once again highlighted the need of DR toward the nationwide implementation.



Some outcomes from DR demonstration tests have been already released to the public. According to the results in general, electricity supply was reduced by 5 to 10% with the implementation of TOU (Time-Of-Use) pricing, while showing a drop of 10 to 20% with CPP (Critical Peak Pricing).

### THE FUTURECITY INITIATIVE AIMS FOR IMPROVED SOCIAL VALUE



Under the FutureCity initiative, 11 districts were selected as demonstration areas in December 2011. The concept of the FutureCity initiative is to create three types of values; namely, "environment value", "social value" and "economic value". Over the past years, many of the smart city projects led by the Japanese government pursued the environment value and the economic value, but what should be noted for the FutureCity initiative is new addition of the social value.

The selected areas include five cities; Shimokawa Town of Hokkaido Prefecture, Kashiwa City of Chiba Prefecture, Yokohama City of Kanagawa Prefecture, Toyama City of Toyama Prefecture, and Kitakyushu City of Fukuoka Prefecture, as well as six communities stricken by the Great East Japan Earthquake; the Great Kesenuma region (Ofunato City, Rikuzentakata City and Sumita Town of Iwate Prefecture), Kamaishi City of Iwate Prefecture, Iwanuma City of Miyagi Prefecture, Higashimatsushima City of Miyagi Prefecture, Minamisoma City of Fukushima Prefecture, and Shinchi Town of Fukushima

Prefecture. Each area is experimenting with city planning projects under the concept of FutureCity.

Over the recent years, many FutureCity projects started focusing on measures responding to the super-aging society for creating the social value. Toward this goal, demonstration areas are making efforts on developing a community that is friendly for the

elderly residents, and where the elderly can expect to live a long life in good health. As one example, Shimokawa Town of Hokkaido completed building collective households (cohousing units) in May 2013, where the elderly and younger people can live together while organising a community.

### INTERNATIONAL CONFERENCE ON SMART CITIES

Nikkei Business Publications, Inc. is a publisher specializing on delivering the latest updates in the technology and business arenas. Nikkei BP has been organizing an annual international conference on smart cities since 2011 in Yokohama City of Japan. This year's conference will be held from October 29 through October 31, 2014 at Pacifico Yokohama in Yokohama City of Kanagawa Prefecture. More details of the conference will be included in the next issue.

Source: Yasuhiro Kawai, Deputy Director, Nikkei BP Clean Tech Institute



## Exhibit at Hannover Messe 2014 Industrial Supply from Japan

7-11 April 2014, Hannover, Germany



The NC Network is committed to supporting challenging manufacturers all over the world. For this it has created EMIDAS (<http://en.nc-net.com/>) a business matching web-site for manufacturers.

EMIDAS provides its members with web pages to introduce their companies and their innovative technologies. EMIDAS shows information & detail in multiple languages: Japanese, English, German, Vietnamese, Chinese, Korean, and Indonesian.

Japanese manufacturers' technologies of high quality and high precision are presented through this web-site all over the world.

Furthermore, NC Network undertakes various business projects such as factory tours to learn new technologies, co-exhibition supports at manufacturer's fairs, web-marketing services, design and production of public relation resources, and so on.



The companies' profiles are also available in the below links.

### Exhibitor Company

- Aquasystem Co.,Ltd.
- Genesis Maruyamakikai Co.,Ltd.
- Just Co.,Ltd.
- Kobayashi Manufacture Co.,Ltd.
- Matsumoto Kosan Co.,Ltd.
- Minamida Co.,Ltd.
- Nakano Forging Co.,Ltd.
- Proto Co.,Ltd.
- Seki Press Co.Ltd.
- Toa&Arai

### Website

- <http://www.aqsys.co.jp/english>
- <http://en.nc-net.or.jp/company/79074/>
- <http://en.nc-net.or.jp/company/88878/>
- <http://en.nc-net.or.jp/company/17942/>
- <http://www.mkknc.co.jp/english>
- <http://en.nc-net.or.jp/company/78031/>
- <http://www.nkn.co.jp/e/>
- <http://en.nc-net.or.jp/company/87612/>
- <http://en.nc-net.or.jp/company/39115/>
- <http://en.nc-net.or.jp/company/87965/>



## Japan IT Week

14-16 May 2014, Tokyo, Japan

The Japan IT Week is both Japan's largest and Asia's leading trade show, where visitors can find all kinds of the latest IT technologies and solutions.



Organised by Reed Exhibitions Japan Ltd, eleven exhibitions will be held during Japan IT week: the 23rd Software Development Expo, the 19th Data Warehouse & CRM Expo, the 17th Embedded System Expo, the 16th Data Storage Expo, the 11th Information Security Expo, the 8th Web & Mobile Marketing Expo, the 6th Data Center Expo, the 5th Cloud Computing Expo Japan, the 4th Smartphone & Mobile Expo, the 3rd WIRELESS M2M Expo and the 2nd Direct Commerce Solutions Expo.



This year the show will attract 1,450 exhibitors from 20 countries (many newcomers from Europe and USA) and 85,000 IT related professionals (systems manager, management executives, sales managers, system integrators, managers from IT system division etc...) as visitors from all over Japan, Asia and the world. An exhibitor/exhibit search tool is available online at <http://www.japan-it.jp/en/haru/eguide/>.

For EU companies looking for new and innovative IT technologies/solutions, Japan IT Week is sure to be the best platform to meet, network, negotiate and share new ideas with various experts in the field.



<http://www.japan-it.jp/en/haru/>

## SPOTTED WEBSITE

"Channel JAPAN" is a magazine-style informational program that offers the most up-to-date coverage of the Japanese economy and business, as well as the latest trends in popular and traditional culture, and technology.



<http://www.ch-japan.com>

## JFFOS: a High-level Franco-Japanese Symposium in Metz



On 23-27 January 2014 in Metz/Moselle/France the 8th Japanese-French Frontiers of Sciences (JFFOS) symposium, on the initiative of Frontiers of Sciences (FOS) consortium and the Japan Society for the Promotion of Sciences agency (JSPS) took place. This international symposium which takes place once a year, alternatively in Japan and France, gathers, the most brilliant scientists of France and Japan, at the beginning of their careers who debate in a pluridisciplinary spirit on themes at the cutting-edge of science.

The 2014 edition took place in Metz thanks to the commitment of the Moselle Development Agency in Japan. 80 French & Japanese

researchers, selected by research institutes, for the quality of their work, have debated on the state of research in new themes, taking an interdisciplinary approach.

The FOS consortium, composed of the National Centre for Scientific Research (CNRS), the Ministry for Higher Education and Research and the Ministry for Foreign Affairs, had a gala dinner on January 24 at the Arsenal in Metz. Moselle Development Agency took advantage of this event to organize a meeting between the participants of the symposium and representatives of the Lorraine scientific community (engineering schools, laboratories, competitiveness clusters, university).

To strengthen its will to collaborate with Higher Education, the Moselle Development Agency has created a Guide of the Technological Resources in Moselle, with a Japanese version available.

Through the setting-up of new tools such as the Institute for Technological Research IRT M2P (materials of the future), the Lafayette Institute (platform of technological innovation in specific sectors of activity) and the future Health & Innovation cluster (handicap/autonomy), the Moselle Department of France aims at initiating active partnerships with Japan in scientific and technological fields.



<http://www.moselle-developpement.com/index.php/en/>

## Working for Industrial Competitiveness An Interview with a French Cluster

EMC2 brings together a group of actors around key markets and technologies with the common objective of fostering regional innovation and growth via this "ecosystem for competitiveness". The field of expertise of EMC2 is the transformation of materials, i.e. the Advanced Manufacturing Technologies oriented towards four markets: aeronautics, naval, energy and ground transportation. This multi sector approach allows a cross-fertilization of skills, ideas, projects and applications.

*• Why has Japan been selected by EMC2 as one of the most interesting countries to work with?*

There are two main reasons why EMC2 wished to develop privileged relationships with Japan; because of its strong technological potential as well as their outstanding skills and competences in carbon fibers composite materials, which are at the heart of EMC2 strategic fields.

*• What actions have already been taken by EMC2 towards Japanese structures?*

The EMC2 team has participated in two business missions in the Greater Nagoya region, with some industrial and academic representatives of its ecosystem, and has received a few Japanese delegations for visits and exchanges. These occasions have enabled them to get in touch with potential partners, such as the National Composite Center (NCC) from the Nagoya University, the Gifu Composite Center (GCC) and the Ishikawa Composite Center for instance. (ICC)

*• How does EMC2 plan to actually collaborate with those actors?*

EMC2 is currently working on a Memorandum of Understanding to be signed in the first quarter of 2014, with the objective that EMC2 members could collaborate on technological partnerships, particularly in composite materials, with NCC, GCC and ICC.



Laurent Manach, Director, EMC2

EMC2 next actions include their participation at the AEROMART business convention in Nagoya in September and the organization of the COMPOSITES MEETINGS of EMC2 in Nagoya in 2016.



<http://www.pole-emc2.fr>

## Japanese-German Business Association Events in Spring

In order to promote contact between potential German and Japanese business partners the Japanese-German Business Association (DJW) organizes various events such as breakfast meetings, Japanese-German career seminars and symposiums in various locations. For spring 2014, the following seminars and events are scheduled for Düsseldorf, Hannover, Lüneburg and Frankfurt:

• 03 April 2014 (Thursday) Japan-Karrieren (Düsseldorf) Venue: McKinsey & Company, Inc., Düsseldorf  
<http://www.djw.de/veranstaltungen/veranstaltungen-details/article/djw-japan-karrieren.html>

• 09 April 2014 (Wednesday) Deutsch-Japanisches Wirtschaftsforum im Rahmen der Hannover Messe - Die Rolle der Energiespeicher für die Energiewende Venue: Hannover Messe, Hall 13 (Global Business & Markets) Hannover  
<http://www.djw.de/veranstaltungen/djw-veranstaltunguebersicht/djw-veranstaltungsarchiv/details/article/8-deutsch-japanisches-wirtschaftsforum-im-rahmen-der-hannover-messe.html>

• 29 April 2014 (Tuesday), Asa no Kai "Japanese Corporate Culture in a European Environment" Speaker: Peter Durana, Planning Specialist, Panasonic Industrial Devices Europe GmbH. Venue: Hotel Bergström Lüneburg  
<http://www.djw.de/veranstaltungen/veranstaltungen-details/article/djw-asa-no-kai-djw-with-peter-durana-panasonic-industrial-devices-europe-gmbh-l.html>

• 16 May 2014 (Friday), Asa no Kai Speaker: Shigeru Hattori, Vice President & General Manager, Germany & Central Europe, ANA All Nippon Airways Co., Ltd. Venue: Hotel Hessischer Hof Frankfurt  
<http://www.djw.de/veranstaltungen/veranstaltungen-details/article/djw-asa-no-kai-djw-with-shigeru-hattori-vice-president-general-manager-german.html>

• 19 May 2014 (Monday), "Wirtschaftstag Japan" 2014 - Chancen der Energiewende 2 - Netzwerk-Versorgung-Nutzung-Energiespeicherung. Venue: Hotel Nikko, Düsseldorf  
<http://www.djw.de/veranstaltungen/djw-veranstaltunguebersicht/djw-veranstaltungsarchiv/details/article/wirtschaftstag-japan-2014-2014-duessel-dorf-19052014.html>

• 30 June 2014 (Monday) DJW-Symposium (Düsseldorf)

## Joint Call on Photonic Manufacturing



The second CONCERT-Japan Joint Call is launched on the topic of Photonic Manufacturing. The CONCERT-Japan Photonic Manufacturing Joint Call is open for the submission of project proposals from 10 February to 30 April 2014.

The overall aim of this call topic is to support scientific research to further the understanding of the complex, multi-scale physical-chemical interactions between light and matter and their related photo-responsive processes, which will lead to the development of next generation materials, devices and photonic manufacturing technologies.

In the frame of the call, research projects with an innovative dimension will be funded for a period of maximum 2 years in the above mentioned theme. The research projects are expected to have mobility and networking dimensions in addition to the core research component.

Funding organisations are contributing funds to the CONCERT-Japan Joint Call.

- Japan: Japan Science and Technology Agency (JST)
- Italy: Region of Lombardy

- Hungary: Hungarian Scientific Research Fund (OTKA) (OTKA will only fund basic research)
- Slovakia: Slovak Academy of Sciences (SAS)
- Switzerland: Swiss National Science Foundation (SNSF)
- Turkey: Scientific and Technological Research Council of Turkey (TUBITAK)

Each project consortium applying for this call should consist of at least 3 partners, 1 from Japan and 2 from two different European countries participating in the call. The call will be funded by the budget allocated by each participating national/regional funding organisation.

For further details about the application procedure and the scope of the call, please consult the Call Page (<http://www.concert-japan.eu/node/235>).

To find potential partners for the CONCERT-Japan Photonic Manufacturing Joint Call, please consult the Partner Search Tool (<http://partnering.pt-dlr.de/concert>), where you must first upload your profile so that other researchers can reach you.



<http://www.concertjapan.eu/>

## JSAE 2014 Automotive Engineering Exposition

21-23 May 2014, Yokohama, Japan

Flanders Investment & Trade will participate in JSAE 2014, the largest Japanese technology exposition for automobile engineers, together with Bekaert Japan (<http://www.bekaert.com>) and Materialise Japan (<http://www.materialise.com>). Visit FIT booth to find out more about automotive industry in Flanders.



<http://www.investinlanders.jp>

## Estonia and Japan Interested in Concluding an Agreement for the Avoidance of Double Taxation

While meeting with Japanese Foreign Minister Fumio Kishida in Tokyo last January, Estonian Foreign Minister Urmas Paet said Estonia is interested in concluding an agreement with Japan for the avoidance of double taxation, reported BC the foreign ministry press department.

Source: The Baltic Course



<http://www.baltic-course.com/eng/legislation/?doc=87094>

## Promoting the Greek Fur Industry in Japan

The Economic & Commercial Affairs Office of the Embassy of Greece (ECAO) recently organized an event at the Sumitomo Kaikan hall in order to showcase and promote the high quality products manufactured by the skillful furriers working in the apparel and fur industries of Greece. As many as twenty-five Japanese fur importers attended the event, along with representatives of the Japanese Fur Association (JFA), buyers from major department stores, and representatives from various Japanese government ministries.

ECAO invited representatives from the Hellenic Furriers Association (HFA) to promote their industry in Japan and to encourage exports of Greek manufactured fur products. The HFA's Vice President Mr. Naoum Ditsios gave the audience an overview of the history of fur production in Greece and the role the industry has played in the Greek economy. He also shared his views on ways to strengthen cooperation between Greek and Japanese companies involved in the fur and apparel businesses. Special emphasis was given to the 27-30 March 2014 scheduled international fur exhibition, "Fur Excellence" that the HFA is sponsoring in Athens. In recognition of the efforts made in reaching out to the Japanese market, a Memorandum of Cooperation and Understanding was signed between the HFA and the JFA.



Naoum Ditsios, Vice President, HFA and Nikos Panagioutou, General Manager, HFA

The Greek fur industry has a long tradition which can be traced back to the Byzantine era. The post-war boom in the industry was essentially developed in the Western Macedonia region of Greece, in places such as Kastoria, Siatista and Voio. Approximately 2,400 fur related firms now operate in Greece, of which 1,867 are located in Kastoria, while about 500 can be found in the Kozani Region.

The fur industry is a major contributor to the Greek economy, and accounts for, on average, 6% of the total foreign exchange flowing into Greece annually. Apart from foreign

exchange earnings, the industry is of strategic importance for both the Greek and European economies. Specifically, Kastoria and Siatista are internationally known for manufacturing hubs, and major European fur production centres, that process 12.5% of the world's fur production and produce 40% of the world's fur products. The Hellenic fur industry is one of the most dynamic sectors of the Greek economy and has shown remarkable resilience to the financial crisis. Throughout the crisis, 99% of Greece's fur related production continues to be exported.



<http://furfaiofathens.org/>

## Japanese Investment in the Netherlands

A new multipurpose hub for the European business of contact lens manufacturer Menicon Co., Ltd. has begun its first full year of operations at Emmen, Netherlands.

The new facility now crafts and distributes made-to-order lenses to customers across Europe and beyond. Combining in a single 4,675 square-meter structure the production, distribution, R&D, marketing and management functions of business units Menicon Holding BV (MHBV) and NKL Contactlenzen, the facility creates an eco-friendly and efficient base for 100 staff in Menicon's European operations.



<http://www.nfia.nl/news/965/Menicon-realizes-bold-vision-in-the-Netherlands.html>

## AMBIENT ASSISTED LIVING JOINT PROGRAMME

The Ambient Assisted Living Joint Programme (AALJP) is a funding activity that aims to create better conditions of life for older adults and to strengthen the industrial opportunities in Europe through the use of information and communication technology (ICT). It carries out its mandate through the funding of cross-national projects (where at least three countries are involved) that involves small and medium enterprises (SME), research bodies and user's organisations (representing older adults). The next call for proposals has been published in March 2014 and announced on the AAL JP website <http://www.aal-europe.eu>.

The flagship event of the AALJP is the annual AAL Forum that this year will be held in Bucharest, Romania, between 9 and 12 September. It is the main gathering in Europe entirely dedicated to the field of ICT for active and healthy ageing. This community includes policy makers, ICT developers, manufacturers, health professionals, small, medium and large businesses, venture companies, technologists, academics, designers, carers and of course older adults.



Its purpose is to exhibit ICT solutions (products and services), promote networking within the community, provoke debate and discussion on various topics and help the projects to go to market by bringing closer demand and offer.

Among the main themes that will be debated and discussed:

1. Facilitating the integration of ICT solutions;
2. Supporting the projects in their way to go to market;
3. Reinforcing and supporting the involvement of end users within the AAL project life cycle for the design of better solutions;

The Forum will have a large exhibition area where ICT solutions resulting from the projects will be shown, as well as private and public organisations and businesses.



<http://www.aalforum.eu>

## Would You Like to Know More About Japan?

Look at [www.eubusinessinjapan.eu](http://www.eubusinessinjapan.eu) for the latest practical information released.

Over the coming months the EU-Japan Centre new information portal <http://www.eubusinessinjapan.eu> will be releasing webpages, expert reports and e-learning services on a wide variety of Japan-related topics. Below you will find our content release schedule for the next two months.

### APRIL RELEASES

In April we will be releasing 19 webpages, 4 expert reports and 3 e-learning videos. Much of this new content will be focussed on cross-cutting issues such as Japanese "Do's and Don'ts", Customer Services, and getting to know your future Japanese clients. There is also sectorial information, particularly concerning the Japanese pharmaceuticals and health-food markets.

#### Webpages

A total of 19 webpages will be released this month, covering plenty of vital topics for those interested in accessing the Japanese market.

- Entry Strategy: About Starting a Business in Japan.
- Know You're Market: B2B, B2C, Know Your Client and Adapt, Sectors.
- Operational Issues: Insurance, Visa and Status of Residence.
- Legal & Regulatory Issues: Company Incorporation Process, Customs Regulations, IPR, Labelling Marking & Packaging, Standards.
- Innovation: About Innovation, Clusters, R&D Centres.
- Healthcare & Medical: Pharmaceuticals, Vitamins & Supplements.
- The Customer is God: The Customer is God.
- Cool Japan: Cool Japan.

#### Expert Reports

As always, we plan to complement our newly-released webpages with several overlapping reports which were written by our net-

work of carefully selected experts:

- All about Starting a Business in Japan.
- Get to Know your Client and Adapt.
- Pharmaceuticals and medical devices.
- A Practical Guide to Intellectual Property Protection and Enforcement in Japan.

#### Webinars in April

We will also be hosting four webinars in April (every Tuesday) to go alongside this month's expert reports. These live webinars will be recorded and made available through our website shortly after each event.

- All about Starting a Business in Japan (01/04).
- Get to know your client and adapt (15/04).
- Health and Medical (pharmaceuticals and medical devices) (22/04).
- A Practical Guide to Intellectual Property Protection and Enforcement in Japan (29/04).

#### E-Learning

This month we will be providing you with no less than three e-learning videos for you to access at your convenience. They cover particularly important topics, therefore you can never have too much information on them!

- Customer Services.
- Managing Quality and Claims.
- Do's and Don'ts (TBC)

### MAY RELEASES

In May we will be releasing 7 pages, and 2 expert reports. This relatively small amount is not due to a lack of available content but rather due to the requirements of our speaker

schedule in this period. Rest assured that we have many plans for the rest of 2014, so keep a close eye on our website during the coming months!

#### Webpages

In May we plan to release 7 webpages, covering an interested variety of Japanese sectors: From fossil fuels to the catering industry in Japan. If these sectors are of interest to you then watch this space:

- Automotive: Green Personal Transportation.
- Electronics: Robotics.
- Energy: Fossil Fuels, Renewable Energy, Smart Grid.
- Tourism: Hotels, Restaurants & Catering.

#### Expert Reports

In May we plan to release 2 expert reports, each of which provides further insight into the various areas touched upon by our webpages:

- Renewable Energy.
- Business Opportunities in Japanese Service Economies.

#### Webinars in May

This month we will have three webinars. These will also be recorded and readily accessible from our website for all registrants who are not able to catch the live events!

- IPR in Japan 06/05
- Business Opportunities in Japanese Service Economies. (13/05).
- Renewable Energy (25/05).



<http://eubusinessinjapan.eu>

## Guidelines for B2C Marketing in Japan

Many export managers have experienced over the years the ways Time, Quality, Reactivity and Service have another dimension or meaning in the "Country of the Rising Sun". The interest of Japan Success Stories lies in what they usually showcase, that is, Persistence and Concepts like "Getting to know your Client" or "Adapt and Change", more than in the results achieved. Cross-cultural Management Practices are very important when approaching Markets like Japan. However, in this article, we will rather focus on the business side of things.

"Money grows on the tree of Persistence." (Japanese Proverb) "It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change." (Charles Darwin). So why bother going to Japan, investing time and money in entering this difficult Market? Among many good reasons, Japan is a great Retail Laboratory, where new B2C concepts are localized and developed. There is a prevalent myth that it is a country with a monolithic culture and uniform tastes, but a walk in Shibuya, Harajuku or Shinjuku (distinct areas in Tokyo) will prove to you the opposite and show you various lifestyle choices. Further, Japan is the world's second-largest Retail Market after the US (the

country's retail sales in 2007 were estimated to 135 trillion JPY or 1,124 billion \$), thanks to the high level of per capita income that gives Japanese consumers considerable purchasing power. It is a mature market and, for foreign retailers, there are diverse opportunities to sell products and services that offer luxury (high-end retailers), style (fashion items for the apparel market), convenience (non-store retailers) and high value (that is, improving lifestyle, environment and health of customers).

It is also often said that products succeeding in the Japanese Market will have a better chance of success in other markets around the world. Further, Japan's Retail Market attracts customers from across Asia, who visit the country for shopping.

The complete article is available at: <http://www.eubusinessinjapan.eu/library/news/article-guidelines-for-b2c-marketing-in-japan>



#### BY THE EXPERT

*Philippe Huysveld, Managing Director & Head of Consulting, Global Business & Management Consulting, France*



## EU-Japan Business Cooperation Opportunities



**REQUEST FOR DISTRIBUTORS IN JAPAN**  
Sector: food, cosmetics, biotechnology  
A Bulgarian company is seeking a distributor for its natural food supplements and beauty products  
Profile ID: BOBG20131221002



**REQUEST FOR DISTRIBUTORS IN JAPAN**  
Sector: energy  
A Czech company specialized in the area of energy efficiency is looking for distributors  
Profile ID: BOCZ20140106001



**REQUEST FOR PARTNERS IN THE EU**  
Sector: trimming and deburring  
A Japanese trimming & deburring machine system manufacturer is seeking a manufacturing and sales licensee  
Profile ID: TOJP20131230001



**REQUEST FOR MANUFACTURERS IN THE EU**  
Sector: glass  
A Japanese retailer is seeking partnership with glass bottles and jar manufacturer  
Profile ID: BRJP20140225001



**REQUEST FOR SUPPLIERS IN JAPAN**  
Sector: food, cosmetics  
An SME from Sweden offers products based on wild grown bilberries  
Profile ID: BOSE20131111001



**REQUEST FOR PARTNERS IN JAPAN**  
Sector: environment  
A Dutch company is looking for partners in surface water quality indicators  
Profile ID: TONL20140116001



**REQUEST FOR DISTRIBUTORS IN THE EU**  
Sector: machinery tools  
A Japanese fastener parts wholesale company is seeking distributors in the EU  
Profile ID: BOJP20140108001



**REQUEST FOR DISTRIBUTORS IN THE EU**  
Sector: construction  
A Japanese company is seeking a distribution agent in for their sculptured interior ornamental wall panels  
Profile ID: BOJP20131230001



**REQUEST FOR PARTNERS IN JAPAN**  
Sector: Energy, environmental  
A Polish company is offering its consultancy in high tech area of thermal energy and renewable energy  
Profile ID: 20130613011



**REQUEST FOR DISTRIBUTORS IN JAPAN**  
Sector: IT  
An Italian company is looking for queue management systems distributors  
Profile ID: BOIT20131211002



**REQUEST FOR DISTRIBUTORS IN THE EU**  
Sector: packaging  
A Japanese packing device manufacturer of corrugated paper is seeking a distribution partner  
Profile ID: BOJP20140114001



**REQUEST FOR PARTNERS IN THE EU**  
Sector: Wire  
A Japanese wire-driven mechanical component manufacturer is seeking EU business partners  
Profile ID: BOJP20140123001



**REQUEST FOR PARTNERS IN JAPAN**  
Sector: fashion, bags  
A Spanish manufacturer of handbags is looking for trade partners  
Profile ID: BOES20131104003



**REQUEST FOR DISTRIBUTORS IN JAPAN**  
Sector: food  
A Spanish organic olive oil company is looking for gourmet distributor  
Profile ID: BOES20140214001



**REQUEST FOR DISTRIBUTORS IN THE EU**  
Sector: packaging  
A Japanese machinery manufacturer for food packaging is seeking a distribution partner in Europe  
Profile ID: BOJP20140128001



**REQUEST FOR PARTNERS IN JAPAN**  
Sector: consulting  
A Belgian company is looking for representatives for their registered products and services  
Profile ID: BOBE20140124002



**REQUEST FOR DISTRIBUTORS IN THE EU**  
Sector: food  
German wine cooperative looking for Japanese wine importer  
Profile ID: BODE20140228002



**REQUEST FOR DISTRIBUTORS IN THE EU**  
Sector: watches  
A Swedish watches manufacturer is looking for a distributor in the EU  
Profile ID: BOSE20131219003



<http://een-japan.eu/opportunities>

## Enterprise Europe Network Events

MATCHMAKING OPPORTUNITIES FOR EU AND JAPANESE SMES

### Matchmaking Event at Consense

Sector: construction, environment, energy  
1-2 July 2014, Stuttgart, Germany

For the third time at Consense, International Trade Fair and Congress for Sustainable Building, Investment, Operations and Maintenance, an international matchmaking event is being held. The matchmaking event is being organised by Handwerk International Baden-Württemberg in cooperation with the Enterprise Europe Network.  
<http://consense2014.converve.com>

### IFIB MATCH 2014

Sector: biotech, environment, energy, agricultural  
25-26 September 2014, Genoa, Italy

The event is organized in the framework of the Italian Forum on Industrial Biotechnology and Bioeconomy workshop and offers the chance to meet potential partners in pre-arranged face-to-face bilateral meetings in order to establish new cooperation opportunities in research, technology transfer and business.  
<http://www.b2match.eu/ifibmatch2014>

<http://een.ec.europa.eu/tools/services/EVE/Event/ListEvents>



DATE/LOCATION	DETAILS	CONTACTS
09 May 2014 Brussels, Belgium	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Training Mission: Lean in Europe Driving Competitiveness - visit to Audi Brussels S.A./N.V. Application deadline 01 April 2014	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/Lean-in-Europe:-Driving-Competitiveness-visit-to-Audi-Brussels">http://www.eu-japan.eu/detail-business-programmes/Lean-in-Europe:-Driving-Competitiveness-visit-to-Audi-Brussels</a>
12 May - 13 June 2014 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> 4-week Training Mission in Japan - 50th session Human Resources Training Programme - Japan Industry Insight	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/H RTP">http://www.eu-japan.eu/detail-business-programmes/H RTP</a>
16 May 2014 Tokyo, Japan	<b>SEMINAR</b> Flanders ICT Seminar	Flanders Investment & Trade <a href="http://www.investinlanders.jp">http://www.investinlanders.jp</a>
23-24 May 2014 Erlangen, Germany	<b>SYMPOSIUM</b> 19th Japanese-German Symposium Pharmacy - a Journey from Edo Times to Modern Pharmaceuticals and Health Economics	Japan Society for the Promotion of Science / Deutsche Gesellschaft der JSPS-Stipendiaten e.V. <a href="http://www.jsps-club.de">http://www.jsps-club.de</a>
30 June - 04 July 2014 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> 5-day Training Mission to Japan World Class Manufacturing - session I	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/WCM">http://www.eu-japan.eu/detail-business-programmes/WCM</a>
6-10 October 2014 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> 5-day Training Mission to Japan World Class Manufacturing - session II Application deadline: 02 June 2014	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/WCM">http://www.eu-japan.eu/detail-business-programmes/WCM</a>
13-17 October 2014 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> 5-day Match-Making Mission to Japan Bio Japan Cluster Mission Application deadline: 10 June 2014	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/Bio-Japan-Cluster-Mission-2014">http://www.eu-japan.eu/detail-business-programmes/Bio-Japan-Cluster-Mission-2014</a>
26-30 January 2015 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> 5-day Match-Making Mission to Japan Nanotech Cluster Mission Application deadline: 30 October 2014	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-Mission-2015">http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-Mission-2015</a>

## Any EU-Japan-related News?

Feel free to contact us if you would like your EU-Japan-related news/event to be announced in our forthcoming newsletter and/or on our website : [michelson@eu-japan.eu](mailto:michelson@eu-japan.eu)



**EU-Japan Centre**  
for Industrial Cooperation

日欧産業協力センター

### HEAD OFFICE IN JAPAN

Shirokane-Takanawa Station bldg 4F  
1-27-6 Shirokane, Minato-ku  
Tokyo 108-0072, Japan  
T +81 3 6408 0281  
F +81 3 6408 0283  
[inquiries@eu-japan.gr.jp](mailto:inquiries@eu-japan.gr.jp)

### OFFICE IN THE EU

Rue Marie de Bourgogne 52  
B-1000 Brussels, Belgium  
T +32 2 282 00 40  
F +32 2 282 00 45  
[office@eu-japan.eu](mailto:office@eu-japan.eu)

<http://www.eu-japan.eu>

The European Office of the EU-Japan Centre alone is responsible for the information contained in its communications or publications. Neither the European Commission nor the Government of Japan is responsible for any use that may be made of the information contained therein. Editor: J. Michelson